

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

July 11, 2022 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:31 pm.

Board Members present: Dwayne Aikens, Raphael Breines, Michael Hammock, Michelle Wong, Lisa Herrinton, Courtney Jones, Nile Taylor, Ali Obad.

Absent: Pamela Alston

City Staff present: Michael Akanji

Michael announced that the promotional materials – posters, fact cards and stickers - for the Oakland Drinks Water Campaign had been printed and were being distributed to community partners. He informed the Board that these materials were available to be picked up by any interested commissioners. He also informed them that the personalized business cards requested by the Commissioners were available to pick up as well.

Commissioner Taylor moved to accept the meeting agenda as presented. It was seconded by Chair Aikens. The motion carried.

Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

· If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.

· If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.

· If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.

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2. **Adopt a continuing resolution as per AB 361 establishing certain findings justifying the ongoing need for virtual meeting**

Commissioner Wong moved to adopt a continuing resolution as per AB 361. The motion was seconded by Commissioner Herrinton. The motion carried

3. **Open Forum**

No attendees asked to speak at the open forum. Chair Aikens proposed a discussion about ensuring the SSB Community Advisory Board gains more power in determining how funds are spent. Chair Aikens made a motion to add a discussion on this issue after the Mid Cycle Budget Discussion on agenda item 7. Commissioner Hammock seconded the motion. The motion passed.

4. **Adoption of Prior Meeting Minutes: June 13, 2022**

Commissioner Hammock moved to approve the previous meeting minutes with flexibility for grammatical edits. Commissioner Taylor seconded the motion. The motion carried with two abstentions (Aikens and Obad).

5. **Update from the City Administrator's Office on the Measure HH Revenue Status**

Staff member Michael Akanji presented the latest revenue update to the Board – the last monthly update of the fiscal year. The numbers indicate that \$6.2 million has been received so far, and enough 2021/2022 money is expected to come in over the next few months to meet the projections of \$7.8 million raised during that period.

Michael also informed the Board about the meetings continually occurring with the Revenue Office to recoup SSBT revenues not currently being collected. He confirmed that progress is being made in contacting Oakland based vendors and merchants who are not currently registered to pay the distribution tax.

Commissioner Taylor inquired if the funds given as community grants could be rescinded if the City fails to meet its SSBT target. Michael confirmed that this would not be the case, as those grants have already been approved by Council.

Commissioner Obad pointed out that the Board should receive credit for any additional funds recovered, as it was the actions of the Board that prompted the inquiry.

Chair Aikens requested that all the recipients of the community grants make presentations at future Board meetings.

6. **Presentation from Mindy Hu of Mathematica**

Mindy Hu and her colleague Ruchir Karmali presented profiles of the 2019 to 2021 programs and services supported by funds from the Sugar Sweetened Beverage Tax. The primary research focused on what the recipients set out to accomplish with this funding and what they were ultimately able to achieve. This applied to the activities performed, the populations reached, and

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the geographical areas served, as well as the experiences that grantees and city agencies had while carrying out these programs – challenges, successes and opportunities. They were also interested in finding out how the City of Oakland could support grantees in the future to guarantee success. To understand these research questions, they collected data from several sources about funding amounts, program background and goals, implementation, and demographic data. These sources included city council resolutions, agency presentations to the SSB Board, grant proposals, grant contracts, quarterly reports, and staff interviews.

They found that nearly all the grantees were able to adapt their programs to accommodate the challenges brought about by the pandemic. They also served diverse populations, with several grantees focused on specific groups such as youth aged 16-20, adults aged 55 and older, and children and their families. The majority of people served were Hispanic or Latinx, African American, Asian, American Indian or Alaska Native, and/or Middle Eastern or North African residents. Partnerships among fellow grantees were an important part of these programs, bringing such advantages as expanded reach, improved expertise and fueled learning across agencies. However, some challenges brought up by these partnerships included transitioning programs because of COVID, differences in visions, and competing priorities. Other implementation challenges included staff turnover and inability to conduct in-person outreach.

Grantee recommendations for the future SSB tax investments included increased investments in programs that address food insecurity, increased funding for community-based organizations, and for the allocation of multi-year grants to increase likelihood of long-term impact. They also requested simplified reporting requirements, improved communication and for more technical assistance to be provided.

Commissioner Herrinton asked how partnerships between grantees could be maximized if they are not familiar with each other's strengths and skillsets. Mindy confirmed that a large number of grantees confirmed several instances of both formal and informal mutually beneficial collaboration with fellow grantees. Commissioner Taylor asked about specific challenges faced in collecting demographic data. Mindy responded that each profile has a section detailing specific challenges and hindrances.

Commissioner Wong asked if information about impacted populations was collected, as well as any partnerships formed with members of the community. Mindy confirmed that several grantees were asked about this information, but it was not done consistently enough to be definitive. She also confirmed that discussions are taking place with the City of Oakland to study the distribution and collection of the tax.

7. Mid-Cycle Budget Review

Michael confirmed that while this Board's recommendations were forwarded to the City Council, there were no changes to the mid-cycle budget that was passed from what was previously allocated. Commissioner Herrinton inquired from other Board members how their conversations with City Council members went. Chair Aikens mentioned that attempts had been made to meet with representatives from the District 3 office. Commissioner Breines updated the Board members

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on the conversation held with Councilmember Kalb of District 1. Commissioner Jones informed the Board of attempts to meet with representatives from the District 4 office.

Katie Ettman of SPUR suggested that Mathematica should have updated the Board on their evaluation of City departments who received SSBT funds alongside their evaluations of the community-based organizations. She also suggested that more information about the midcycle budget and Measure HH funding should be released alongside meeting notes.

Chair Aikens reiterated his desire for the SSB Advisory Board to have more power in the allocation of funds derived from the tax. Commissioner Jones suggested devising ways to propose actual solutions to Council and maximize the power to influence Council decisions and suggested examining the charter to figure out how to gain more power or utilize existing power.

Commissioner Taylor suggested that Board members attend community events and gain more visibility while promoting the Board's vision.

8. Committee Reports

The Marketing Committee reported that they brainstormed on several materials required for the work engaging the community, such as a tent, table, chairs and T-Shirts. They also revealed a creative acronym for DOPE ERA and their intent to secure the endorsement of hip-hop artist Mistah F.A.B. for the project. Commissioner Taylor expressed some reservations about the acronym. Chair Aikens suggested partnership with some Oakland recreation centers to help with keeping the marketing materials.

The Accountability Committee, through Commissioner Taylor, suggested a method to ensure the Board is able to see what is happening with the most recent recipients of community grants. She also suggested field trips to visit sites of current and future recipients. The Strategic partnerships Committee through Commissioner Jones highlighted ongoing conversations with a Chinatown-based non profit organization to include a health and nutrition message in their ongoing series addressing anti-Asian hate.

9. Agenda Items for the Next Board Meeting

Michael informed the Board of an upcoming presentation by the Human Services Department on the Sugar Sweetened Beverage Community Grants Program. The Strategic Partnership and Marketing Committees informed of their desire to provide updates on their work at the next meeting.

10. Adjournment

Chair Aikens moved to adjourn the meeting. Commissioner Obad seconded the motion. The motion passed. The meeting was adjourned at 8:37pm.